



University of  
Greater  
Manchester

Formerly The University of Bolton, UK

# MBA MASTER OF BUSINESS ADMINISTRATION



**UGC**  
RECOGNIZED





At SWLC, Students have a wide range of undergraduate and postgraduate programmes to choose from the domains of Business, Engineering, Computing & Accountancy.

Study World Lanka Campus is a member of the Study World Group which has vast experience in delivering transnational education across India, UAE, Malta, Sri Lanka and Saudi Arabia.

**UGC** RECOGNISED PROGRAMME

**TVEC** APPROVED CENTER

**BOI** APPROVED VENTURE

## THE UNIVERSITY OF GREATER MANCHESTER



A Public University in Greater Manchester, England.

Ranked among Top 30 in UK, out of 121 Universities listed in The Guardian University Guide 2024.

It has over 30,000 Local and International students.

It offers an exciting and challenging student experience with high levels of proactive student.

A teaching intensive, Research informed higher Education Institution whose distinctive high quality, student-focused, undergraduate, and postgraduate programme attract students from all over the world.

# MASTER OF BUSINESS ADMINISTRATION

The University of Greater Manchester Master of Business Administration (MBA) could be your chance to take your career to the next level. This stimulating course explores the skills required to tackle complex, strategic business challenges, supporting you to grow as a leader in almost any field you choose.

## MODULES

| MODULE CODES | MODULES                                   | CREDITS |
|--------------|---|---------|
| MBA7068      | Academic Skills and Professional Practice | 0       |
| MBA7058      | Leadership and Management                 | 20      |
| MBA7059      | Marketing and Operations                  | 20      |
| MBA7060      | Financial Management and Decision Making  | 20      |
| MBA7061      | Strategy                                  | 20      |
| MBA7063      | Strategic HRM                             | 20      |
| MBA7066      | Innovation and Entrepreneurship           | 20      |
| MBA7067      | Professional Project                      | 60      |



World Education  
Services  
Accepted



Teaching  
Excellence  
Framework



**AWARD**

**University of  
Greater  
Manchester**



**DURATION**

**1.5 Years**



**CREDITS**

**180**



**CLASS**

**HYBRID**



## **Academic Skills and Professional Practice**

In this non-credit bearing, compulsory module, you will consolidate and develop your academic and research skills; and clarify and strengthen your professional practice. To support this, the module comprises two aspects: academic and research skills, including writing styles, critical analysis, data collection and analysis, critical reflection, etc.; and professional development: personal and professional development planning, career planning, reflection and praxis.

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## **Marketing and Operations**

This module provides an integrated approach to marketing and operations, highlighting their complementary roles in securing sustainable competitive advantage; and exploring the interactions and latent tensions between these areas. You will learn how to build customer-centric organizations with functions aligned to respond profitably to opportunities and challenges within contemporary global business contexts. The module embraces two interrelated themes: understanding and building relationships with customers to identify specific needs; and integrating these insights into the organization, aligning operations to create and deliver superior value propositions to respond to these needs.

## **Leadership and Management**

This module provides an opportunity to critically examine leadership and management from social, cultural, political, and economic perspectives, recognizing current imperatives in the global context of contemporary business. In the module you will compare and contrast traditional and modern approaches to leadership and management, engaging with management styles and practices from different regions and cultures, and informed by a diversity of examples and case studies. The GAME+ attributes covered in this module are: Influence and Impact; Critical Self-Management and Skills Mastery.

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## **Financial Management and Decision Making**

This module provides advanced introduction to financial and management accounting including legal reporting requirements; and the interpretation of financial information to support strategic and operational planning and decision making. You will strengthen your knowledge of the practices, principles and conventions through which financial management is provided with information for control and decision making. You will also develop a critical understanding of the variety of information requirements of management in a range of control and decision-making situations. The student will be introduced to techniques to help them to make sound financial decisions and to develop skill sets to analyze a set of complex accounts within an international context.

## Strategy

In this module you will explore strategy in the contemporary business context, including an examination of global economic systems, instability, circular economy, new business practices, disruption, and business model innovation. You will examine traditional and contemporary approaches to strategy, strategic thinking, and stakeholder engagement, and consider corporate, business, functional and network strategies. You will also strengthen your skills of strategic analysis through strategic games and aspects of game theory.

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## Innovation and Entrepreneurship

This module aims to provide you with an in-depth knowledge of the key elements of new business creation and entrepreneurial management, exploring new ventures, rapid development teams, and corporate 'entrepreneurship'. To foster the development of an 'entrepreneurial mindset' conceptual development will be supported by and made concrete through extensive use of examples, case studies and problems drawn from a range of industries and sectors. The module will explore innovation as a key tool of an entrepreneur, as well as 'creative destruction' to promote innovation as a strategy. Whether you want to grow a new start-up or re-energize and develop an existing business through innovation and entrepreneurial thinking, this module will equip you with the knowledge, skills and mindset that are highly prized by employers and investors alike.

## Strategic HRM

This module aims to provide you with in-depth knowledge of key principles and practices in modern human resource management, emphasizing the essential strategic role that it plays in contemporary business. You will critically engage with current thinking, policies, and frameworks, and explore these from social, cultural, economic, and legal perspectives. You will develop a keen awareness of the importance of an employee-oriented mindset and critically examine challenges and issues that arise in the international context of human resource management.

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## Professional Project

In this capstone module you will have the opportunity to bring together multiple elements of the programme to design, plan and execute an extended piece of work in critical research or professional enquiry to address a real contemporary business, organizational, or sector issue, challenge, or problem. This may involve research within an organization, sector-based empirical research, or simulation-based research. You will be given a thorough grounding in fundamental research paradigms, strategies, and methods with opportunities, as appropriate, for more specialized research training according to project focus and interest.

You will negotiate the major outputs of your research: for example, you may opt for a traditional dissertation or choose from more contemporary instruments of attainment, such as a research paper, professional portfolio of artefacts, etc. Whichever route you choose you will begin your project with a public pitching of your proposed area of research and close the module by participating in an end of MBA showcase.



## ALTERNATIVE **CAREER OPPORTUNITY**

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- Entrepreneurship
- Public relations
- Marketing research analysis
- Product management
- Financial management
- Advertising
- Logistics
- Banking

## ENTRY **CRITERIA**

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- Bachelor's degree or equivalent degree  
With 2 Years of Managerial Work Experience  
or 4 years of non - managerial level work experience.
- HND /Advanced Diploma/Graduate Diploma + 7 Years of  
Managerial Work Experience.
- CIMA – Completion Managerial Level + 5 Years Work  
Experience.
- ACCA – Completion F1 – F9 (Fundamental and  
Skills Levels) + 5 Years Work Experience.
- Any relevant Qualification which can be considered  
with the confirmation from the SWLC Academic Division.

## FEES **STRUCTURE**

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- SWLC Application & Registration Fee
- SWLC Course Fee
- Bolton Registration Fee



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